

# **Promotion of Sustainable Agricultural Practices through Farmer Resource and Service Centre**

**Supported by**

**MANAGE AC&ABC Incubation Center**

**NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)**

**RAJENDRANAGAR, HYD-500030**

**(An organization of Ministry of Agriculture and Farmers Welfare, Govt. of India)**

**Submitted by**

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- 2. Qualification** : M.Sc.(Organic Chemistry)
- 3. Experience** : 1. Worked in LND instruments for 2 years  
2. Worked in DRDA (Dept. of R.D.-T.S) for 4 years  
3. Worked with T.S Bio-diversity Board (UNEP project) Dept.of agriculture of T.S & NABARD for 4 years.
- 4. Technical skills** : Post Graduate Diploma in Computer Applications
- 5. Soft Skills** :
- Sound knowledge in agriculture and allied sectors,
  - Good Communication Skills
  - Negotiable skills to adopt any kind of knowledge and techniques.
  - Eminent team work with good leadership qualities,
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## **II.COMPANY DETAILS**

Name of the company: ALOKYA AGRO INNOVATIONS PVT. LTD

Incorporation date: 26-12-2017

**Trade mark name: RYTHUSEVAK AGRIMALL**

Trade mark Registration No: 3745478

CIN NO: U01114TG2017PTC121425

PAN NO: AAQCA3893C

Company Reg. Address: H. NO. 2-17  
VILL: LAXMAJIPALLY  
MDL: ELLANDAKUNTA  
DIST: KARIMNAGAR  
PIN 505122 - TELANGANA

## IV. TITLE OF THE PROJECT

### PROMOTION OF SUSTAINABLE AGRICULTURE PRACTICES THROUGH FARMER RESOURCE AND SERVICE CENTRE



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## **Executive summary**

The major Indian population depends on agriculture sector, but they are facing several challenges in farming and farming community. The Farming community still doesn't adopt new technologies and modern cultivation methods. It can be over-come through better institutional support such as ingress and technology support for the entire value chain from pre planting to post harvest management.

Our organizations major objective is to promote sustainable agricultural practices through farmer resource service center and increase the income levels of the farmers, as well to create the employment opportunities in the targeted rural area with the development of livelihoods.

The above mentioned objectives will be implemented through the project of promotion of sustainable agriculture practices through farmer resource and service center. This project has two subunits, first, soil testing laboratory and other, farmer knowledge center.

The major revenue streams for the organizations are soil testing facility for farmers, advanced mechanization tools, nursery, input services (modern products, pesticides, integrated pest management, plastic torch, iron, Bio, silicon products, etc.) consulting services, procurement services, production services, import and export facility, provide advanced technology and modern cultivation methods and their products.

We will also provide few free services and unique service (technical support, govt. scheme information, Kisan library, etc.) our major beneficiaries are small and marginal farmers, former clubs, FPCS, NGOS, PACS and agribusiness stock holders in the targeted area of united Karimnagar and Warangal. We can follow the social stranger for promotion of our business activities like media, MOU, skill development and follow the new initiative activities.

The impact of the above project is very high in the targeted area the few interventions, re-explained here that has made farming in the easiest way with the maximum profit level for small and marginal farmers and develop the sustainable Eco-friendly agriculture in the target area by providing advanced products and technologies at the farmer door step level.

The core team of organization has sound knowledge in agriculture and allied sector and we are focused mainly to increase farmer income level than the present scenario. It will be at least doubling of farmer income within 3to4years. We are expecting output from the above project ,the direct marketing linkage will be developed among the farmers, buyers and exporters with the generation of new employment opportunities in targeted areas.

By implementing the above project,1500 to 2000 small and marginal farmers will be benefited directly and 5000 to 6000 farmers will be benefited indirectly per year.

## **1. INTRODUCTION**

Around 60–70% of Indian population depends on the agriculture directly or indirectly for their livelihood, which shows the importance of agriculture in India. The farming is not profitable for the farmers and other dependent people. There is higher growth due to globalization and economic reforms but similar development is not seen in the farming sector, which can increase the farmer's income. There are several challenges in farming and farming community but the major challenge in the farming community is ,the most of the farmers are still not adopting new technologies for improvement of the income and livelihood due to lack of awareness and illiteracy.

The major challenge for agriculture is to sustain this growth in a manner, which ensures a higher income for the primary producer through better institutional support mechanisms such as infrastructure and technology support for the entire value chain from pre-planting to post harvest management.

This can be done by educating, training and providing correct information about new technology, suggest them for water harvesting and soil health management and support for their minimum support price in the small farming level. The technology and innovations in the agriculture sector play a significant role in improving the productivity of the crops. Focused interventions to provide advanced technology, quality products development, high quality seed production and provide platform to sell their product at an actual market price to explored enhance the income levels of farmers ,my proposal is focused on educating the Indian farmers especially Telangana farmers on sustainable agriculture practices and usage of modern agricultural technology.

We will implement a new and effective mechanism, which will improve the productivity, profitability, sustainability of our major farming systems continuously.

## **2. OBJECTIVES:**

1. To establish farmer resource & service center
2. Awareness about product, market, and their price in agriculture & allied sector for increasing the income levels of the farmers.
3. Provide opportunities to generate new employment in rural areas.
4. Provide facilities to establish relationship & co-ordination with all the farmers & agencies engaged in promotion of sustainable, Eco-friendly agriculture.
5. To provide soil testing facilities to farmers at their door step.
6. Improvement of cropping system and varieties in non-agriculture area.
7. To educate, organize and empower small, marginal farmers and landless workers for action to claim their rights and livelihood promotions.
8. To manufacture inputs related to agriculture & allied sector for enhancing the crop production.
9. To facilitate market linkage among farmers, rural areas organization, and buyers/traders.
10. To buy agro commodities from the farmers, FPOs, PACS etc.
11. To provide varieties of good quality seeds, advance agriculture technology & allied sector from different researcher organization public or private sectors to the farmers and other agriculture dependent people.
12. To facilitate export & import of agro commodities.
13. Provide information technology and crop health center in rural and urban area.
14. To conduct training, conference, exhibition and publication for the youth and innovative farmers.
15. Conduct the training program about farmer's right.

### **3. SERVICES/PRODUCTS:**

1. Provide soil & water testing kits available in public sectors.
2. Provide good quality seeds based on the adaptation and higher productivity, fertilizers and pesticides especially Bio, NANO, organic, IPM inputs along with advanced instrument on rent and other innovative technologies to the farmers.
3. Provide e-market linkage among farmers, private companies, buyers/traders FPO etc.
4. Provide modern cultivation methods and sustainable eco-friendly agricultural methods.
5. To create a platform for the farmers, FPO, farmer clubs, NGO, SHG, PACS, and link them up with other likeminded forums and networks to consolidate gains and seeds for new avenues.
6. Export and import services of selected agro commodities.
7. Insurance services for new and existing crops.
8. Nursery of the cereals and horticultural crops.
9. Project report for cultivation of new and existed crops.
10. Contract farming.

### **4. UNIQUE SERVICES:**

#### **1. Kisan Library**

- Provide Kisan Library facility to the farmers, scientists and farmer related organizations.

#### **2. Soil & water testing**

- Provide soil and water testing kits developed by public sector scientists

#### **3. Farmer Training Center**

- Provide training to the group of farmers on advanced technology and crop wise modern cultivation methods.

#### **4. Rural Area Services**

- Provide training and guidance to the farmers at their field level.
5. Agriculture and allied sector innovation / advanced products are available on a single platform and provide one platform to share their knowledge among the farmers.
  6. Provide data of water mineral, weather and soil reports, based on Geography.

## **5. FREE SERVICES:**

1. Provide basic soil and water testing facility
2. Provide technical support to small and marginal farmers
3. Provide information of govt. schemes
4. Provide up to date market rates for the agro commodities
5. Provide market linkages between farmers and buyers
6. Conduct motivation and awareness camps in rural areas about the modern agriculture cultivation practices
7. Provide the Kisan library facilities
8. Motivate farmers towards IFS and organic farming and management of the soil and reduce the environment pollution.
9. Provide the free guidance on crop pest management and post-harvest management
10. Provide the information regarding the selection of seeds and crops, based on the soils.
11. To provide weather reports.
12. Crop insurance advisory services.
13. Advise the farmers based on the demand of crops in the market.
14. Development of the local marketing facility to have good price of the product.
15. Provide the facility for the unemployed people about how they can become agriculture entrepreneur.

## **6. MANPOWER:**

Organization core team – 2

- COP/Account – 1
- Sub Ordinate - 1

For better and smart agriculture to increase the efficiency of the organization, we constitute following committees from govt. and private organizations.

- Farmer service adviser committee (only farmers)
- Scientist adviser committee
- TSG (Technical Support Group)
- Business Adviser Committee

### **7. TARGETED AREA:**

United, Karimnagar and Warangal are Agriculturally & technology backward areas of Telangana districts.

### **8. BENEFICIARIES:**

Small, marginal farmers and farmer related organizations like FPO, Farmer Clubs, NGOS, PACS and Seed organizers, SHGS, VLE & agriculture based small stock holder etc.

### **9. KEY PRINCIPLE:**

Rythusevak Agrimall having five key principles in all its Operations without any compromise at any time. They are

1. **Effectiveness:** Company is doing its right to ensure that the farmers get the optimum benefits.
2. **Efficiency:** Company will do the complete operations with maximum efficiency of the core team.
3. **Time Management:** Completing the tasks within less time and using maximum resources.
4. **Collaborations:** Company had collaborated with the state and central nodal agencies.
5. **Accountability:** Takes responsibility for all operations to promote the green practices.



## 10. NETWORKING SUPPORT:

- We are having good network with MANAGE.
- We are having network with the best Agro service providers in the country.
- We are having good communication with all Agriculture institution, Scientists, Farmers and Farmer related organizations etc.
- We are having good network among the Farmers, Export/Importers and Buyers/Traders.
- We will try to import foreign technology and products for better and smart Agriculture

## 11.MARKETING STRATEGY:

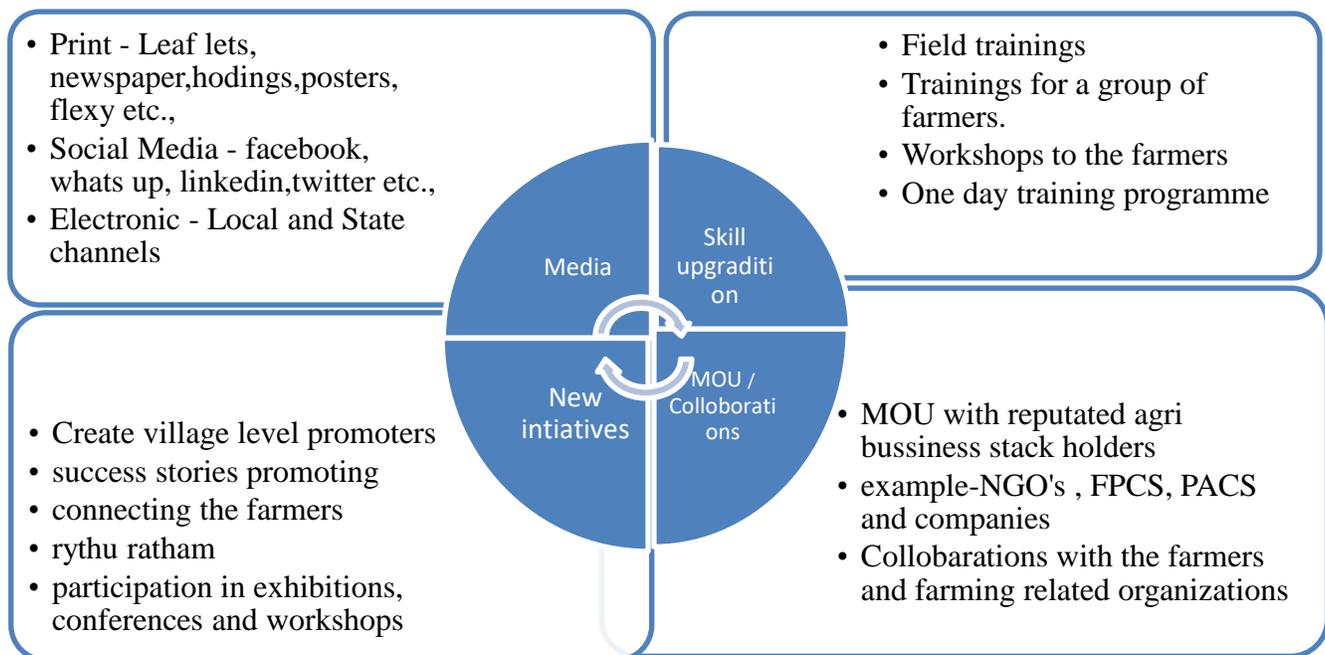
1. Providing farmers with qualitative and advanced inputs at low cost to their door step.
2. Giving guidance to the farmers at their field level.
3. Conducting seminars/workshops/trainings to the farmers and farmer related organizations in their areas.
4. Giving orientation to the farmers on govt. schemes regarding agriculture and allied sectors.
5. Strengthening the relationship between our company and farmers.

6. Advertising and disseminating up to date information on agricultural innovation, through advertising media (e.g. paper, electronic and social media).
7. Conducting exhibitions & demonstrations of our products.
8. Utilizing the services of govt. and Private regional agriculture & allied sector organizations.
9. Spreading the word of mouth advertisement.
10. Collaboration with public and private organizations.

## 11. PROMOTION OF BUSSINESS.

Rythusevak Agrimall follows the 4 major concepts to promote the business activities they are:

1. Media
2. Skill development
3. MOU / Collaborations
4. New initiatives



### **13. MAJOR REVENUE STREAMS OF THE COMPANY:**

Rythusevak Agrimall establish the farmer resource and service center. This center have a kisan library, soil and water testing laboratory as well as outlet for farmer input needs in agriculture and allied sector. This center will helpful to the complete agree solutions for small and marginal farmers, and farming organizations like FPC, PACS, farmer clubs, SHG, VLE etc. important revenue streams given following:

1. Soil & Water Testing facilities.
2. Mechanization/agri equipments.
3. Nursery.
4. Input Services.
5. Procurement Services.
6. Consulting Services.
7. Production Services.
8. Export & Import Services.
9. Marketing.
10. Skill Development.

#### **1. Soil & Water Test:**

Soil and Water testing kits will be provide to the farmers which developed by ICAR- STFR mini digital laboratory.

#### **2. Mechanization:**

Rythu sevak agrimall will provide advanced and locally non-available machinery at farmer door level. Ex,Power weeding instruments, advanced Harvesting tools with the collaboration from the top companies like Shakthiman, Captain, Coramandal and ESS etc.

#### **3. Nursery:**

Rythu sevak agrimall will provide horticulture, Agriculture, and Ayush crops seedling with the help of top private companies and public organization Ex.CIMAP, center of excellence (Hyderabad).

#### **4. Agri Input Devices:**

Quality and timely inputs are very important for farmers in getting good production. Key inputs like seeds, fertilizers, pesticides, especially Bio-organic, NANO, Silicone modern products and other related inputs will be supplied to the innovative farmers and farming organization.

#### **5. Procurement Services:**

As per the needs, Rythusevak Agrimall will help in providing procurement services on one platform for the marketing, processing industries and exporting agencies. This procurement will be done in selected locations in the Telangana and when Commodities need to be proceeded on MSP rate & maximum demand and supply in the market. These all effort will be made associate with FPC, PACS whenever possible for procurement of raw material from the farmers. MOU will also enter with state level nodal agencies who are promoting FPCS and farmer supporting organizations.

#### **6. Consulting Services:**

Rythusevak Agrimall will be providing consulting services to farmers, PACS, FPO, SHG & farmer supporting organizations on various aspects, such as cropping system, water harvesting, maximizing production level of crops and other products, promotion marketing etc.

#### **7. Production Services:**

Rythusevak Agrimall will facilitate the seed production and value-added services to the farmer and farmer associates. Rythusevak Agrimall MOU with state nodal agencies, private companies for seed production and contract forming. If any of the FPC, needs production facilities of their hybrid or other raw material & market the value added products on their own this agency will collaborate with them.

#### **8. Export&Import Services:**

Rythusevak Agrimall will facilitate the agro commodities for export and import services to one platform among the farmers and farming related organizations as per their requirements.

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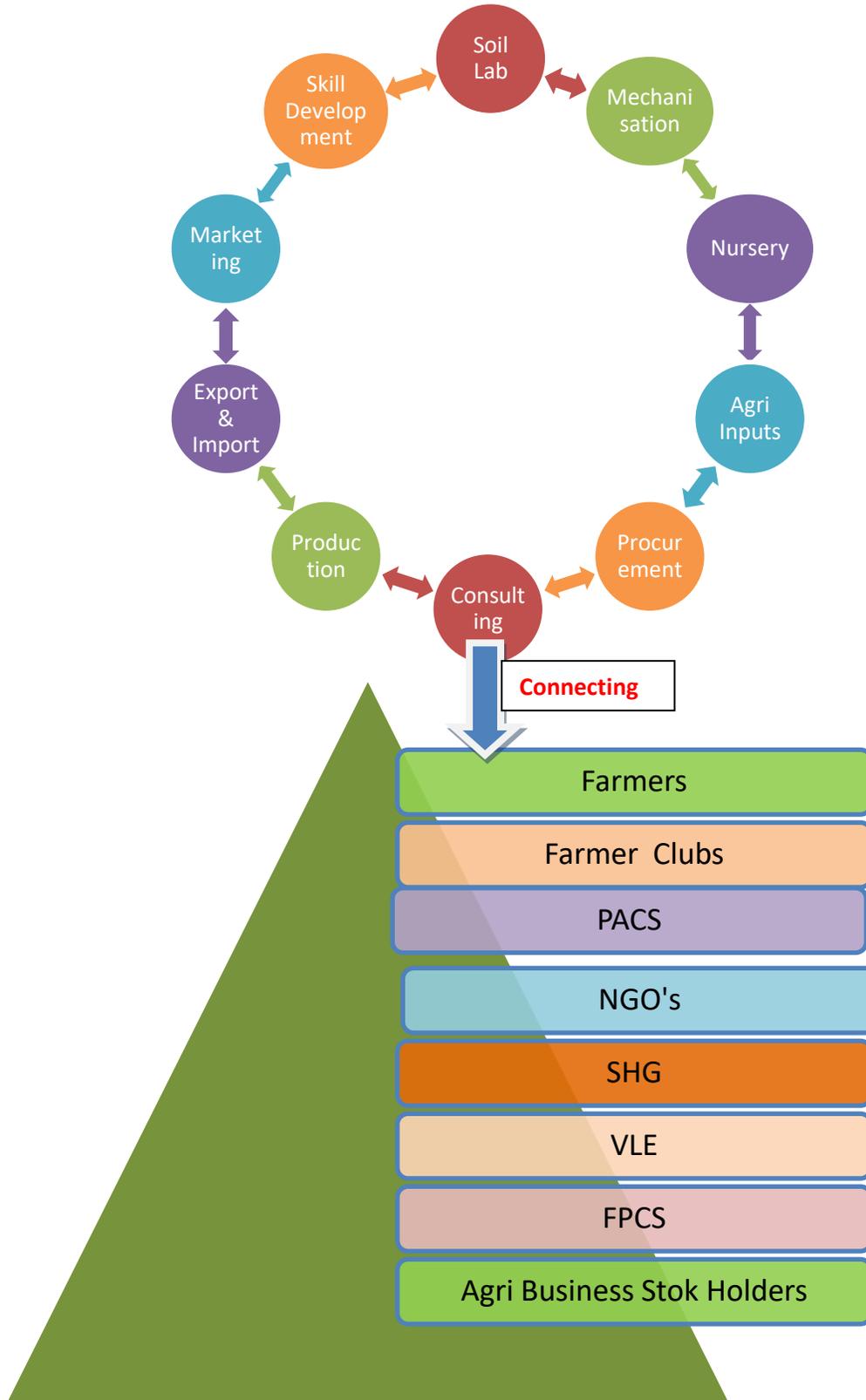
### **9. Marketing:**

Rythusevak Agrimall will promote the advanced and innovative technology, Agriculture products and other demanding product of farmer and farmer supporting organizations into the market at consumer level.

### **10.Skill Development:**

Rythusevak Agrimall will conduct various skill development programs on IFS, Comprehensive agriculture, advance technologies and modern cultivation methods for farmers and farming related organization with the collaboration of NGOs, private, state and central nodal agencies (like ATMA, KVK, NABARD, RSETI etc.)with the support of KVK, ASETI, PJTSAU, MANAGE, NIPHM, APBIRED, CRIDA, PMKVY, NGOs and private organizations.

## 14. AGRI BUSINESS MODEL



## **19. EXPECTED OUTPUT:**

- 1. Sustainable & Eco-friendly agriculture practices will be developed in the targeted area.**
2. Enhance the Crop productivity with the low cost.
- 3. Increased income levels of the small and marginal farmers**
4. Development of Integrated farming system.
5. Availability of advanced products, technology/innovations for the farmer.
- 6. Direct marketing linkage among the farmers, buyers and exporters.**
7. E-market system will be developed.
8. Develop the field practices and suggest drought resistance crops for the non-irrigated areas.
- 9. Make farming on an easy way with the maximum profit level**
- 10. Generate new employment for the youth in rural areas.**

## **20. CONCLUSION:**

This organization will provide all facilities at the reasonable price to the farmers at their farm level. Organization mainly focuses to increase the farmers income and generate new employment in the surrounding areas. So that the livelihood of the farmers and local people will be better than that of the present scenario.

Thanking you.